

# OCR NATIONAL CERTIFICATE CREATIVE iMEDIA

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## What Will I Be Studying?

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Creative iMedia is media sector-focused, including studying film, television, web development, gaming and animation and has IT at its heart.

In this unit (Creative iMedia in the media industry), you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products.

In this unit (Visual identity and digital graphics), you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

In this unit (Interactive digital media), you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience.

## How Will I Be Assessed?

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A This course is made up of two mandatory units and one optional unit:

R093: Creative iMedia in the media industry (M)	R094: Visual identity and digital graphics (M)	R097: Interactive digital media (O)
<ul style="list-style-type: none"><li>• 1 hour 30 minute written examination</li><li>• 70marks</li><li>• 40% of total qualification</li></ul>	<ul style="list-style-type: none"><li>• OCR-set assignment</li><li>• 50 marks</li><li>• Centre assessed and OCR moderated</li><li>• 25% of total qualification</li></ul>	<ul style="list-style-type: none"><li>• OCR-set assignment</li><li>• 70 marks</li><li>• Centre assessed and OCR moderated</li><li>• 35% of total qualification</li></ul>

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## Who Would Enjoy This Course?

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Students with art, design and IT talents often do very well in the practical side of this subject, but the course also includes theoretical and analytical elements, which bring out the skills of students who are talented in other areas.

## How Will This Course Help Me In The Future?

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The course provides great opportunities for students to show their creativity, to utilise their IT skills, as well as demonstrate their understanding of the way we communicate in the modern world.

Our ethos is to engage our students in the business of meeting deadlines to exceed client expectations. Consequently, our students can easily progress on to Level 3 Media related courses, where they will be able to specialise in their chosen field – for instance print media or moving image media. The qualification will also help students with interest in careers in journalism, advertising, marketing, social media marketing, television, film, music or radio.